209

"WHAT ARE THE MAGIC WORDS?"

No magic words, no magic wand can improve a cigarette. *Something more tangible is needed.*

PHILIP MORRIS superiority is due to a different method of manufacture, which produces a cigarette *proved* definitely less irritating to the smoker's nose and throat.*

Perhaps you prefer to make your *own* tests. Many doctors do. And may we add, *those* are the doctors who become PHILIP MORRIS' staunchest friends.

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* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154*
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

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